

**Global Perspective and Diversity Subcommittee  
Busch Municipal Building  
Meeting Minutes for April 26, 2010**

Opening comments from Francine Pratt:

- There were no minutes to approve for March 2010 because we did not meet in March  
Francine Pratt reported on the Good Community Civility Project
- Two books were distributed that might be good reading for the group: *Choosing Civility* and *The Civility Solution*. Both written by P Forni
- Department of Justice came to a recent NAACP meeting. It is recommended that a community dialog guide be created to use for difficult dialogs. Francine will request a soft copy of the document. If not, she will have it scanned so others can access it.

Group Report-Out

1. Mission and Vision: Research is underway. General community is the target for communication. Goal is to educate and enhance awareness to the silent community. A draft will be provided. Discussion ensued. The subcommittee would like to see a general statement to welcome others to the community and to think of where this message should be communicated.
2. Changing perception / movement toward inclusiveness. Four goals have been identified and action steps are under development:
  - Facilitate paradigm shift to more holistic approach beyond race (e.g., diversity in race, ethnicity, age, social/economic status, gender, etc.).
  - Promote use of proactive language. Get away from the use of the word “minority” and use a term such as racially diverse.
  - Color blind approach: everyone to be treated the same and fairly.
  - Transition from diversity theories to action. Working on market strategies through print, radio, bus ads, telephone and social networking (e.g., “Springfield is a great place to work, stay and play...”) and seeking to confront the 1906 strategies through plays, art, poems and sculpture – involve colleges, high school students to learn address through social studies. Recognize contributions of different groups using the arts to display – make sure we include the local contribution and culture.
3. How do we create an environment to retain college graduates and young professionals:
  - Hold meetings to engage each other’s understanding – what is Springfield for different people.
  - Concert promoting and include young people and college students
  - Start retaining people here to encourage others to move here
  - Marketing
    - Build effective social network
    - Trying to identify mentorship opportunities to help connect area businesses with young people.
    - Create a clearinghouse for all colleges students two three years before the graduates to connect them to potential employers.
    - Chamber network
    - Create opportunities for college students to make a difference in their community
    - Retention part of recruitment
    - Identification of opportunities / benefits of staying in the area; try to hold discussions with area students to better understand their needs.
    - Recruit towards health industry

- Expand Welcome Wagon to welcome new arrivals to the community with Faith based, mentors, jobs, community-based and businesses attending
- Discussion ensued.

It is recommended the group look at City Manager's Visioning Competition information on line: High School and local colleges provided a great deal of information and ideas on "green" initiatives; promote what Springfield is already doing, focus on safety, update Springfield websites and social networking sites. Find a way to help young people see how they can help shape Springfield for the future.

#### 4. Coordinate Current Diversity Initiatives:

- Conduct a community assessment of activities
- Create a community bulletin board
- Review greeting to the City and print media
- Review City Manager's listening sessions.
- Consider international food festival or expansion of multi cultural festival and jazz venue.
- Hire marketing group to help develop appropriate marketing (e.g., Noble)

Next Steps: May we will develop action steps; June we will draft the action plan with estimated costs and Andrew/Francine will ensure that the plan connects to the other committees and cross check against information provided by community members through various interfaces with the City. In July we will have a virtual meeting to review and finalize the plan.

Reminder: All meetings / small groups are to submit meeting minutes for public record.

Meeting minutes submitted by Trisha Holbert.